

~~CONFIDENTIAL~~  
 COMMITTEE ON HUMAN RESOURCES  
 RESEARCH AND DEVELOPMENT BOARD  
 WASHINGTON 25, D. C.

CONFERENCE TO EXPLORE PSYCHOLOGICAL ASPECTS  
 TO IMPLEMENT INFORMATION PROGRAM

To be held August 10-11, 1950,  
 At 9:30 A. M., in Room 3E-1060  
 Pentagon Building  
 Washington, 25, D. C.

How can we reach (or increase) our audience behind the Iron Curtain?

Chairman, Dr. Donald G. Marquis

August 10, 1950

|       |   |   |
|-------|---|---|
| 9:30  | Introductory Remarks  | <i>Eric Walker</i><br>Mr. William Webster, Chairman, RDB  |
| 10:00 | Statement of the Problem                                      | RADM Leslie C. Stevens, JCS   |
| 10:30 | State Department Programs                                     | Mr. W. T. Stone, State Department   |
| 11:15 | Questions and Answers   |   |
| 11:30 | Present Status of PW Intelligence                             | <div style="border: 1px solid black; width: 150px; height: 20px; display: inline-block;"></div> CIA 25X1A |
| 12:15 | Questions and Answers   |   |
| 12:30 | Luncheon  |   |
| 2:00  | Status of PW Planning, Preparation and Operations - Navy      | Captain Denys W. Knoll, OpNav   |
| 2:30  | Progress Report - Navy Pilot Study on PW in ASW               | CDR Richard Holden, ONR<br>Dr. Jerome Bruner, Harvard   |
| 3:00  | Questions and Answers   |   |
| 3:15  | Status of PW Planning, Preparation and Operations - Air Force | Colonel O. L. Grover, AFOP  |

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2) Spicer, cont. 11 Aug 50 am.

## DAVISON —

The study on warning target populations prior to air attack.

Found that communication by word of mouth traveled in Soviet atmosphere at amazing speed.

Peasants greatly impressed by leaflets; (all this based on German doc. of occupied Russia) RM 275. Appendix to RM 161

## ② "Airpeak" in process

- ① What can be done to promote defections in SAT in peace
- ② in war
- ③ to promote inefficiency in general.

Exploitation of superstition for PW purposes.

Has appendix on use of chain letters, RM 365.

One on planning White Prop.

Organizational weapon-infiltration + subversion techniques of Com + non Com

Intell Value of Content RM 116. Analyses. RM 116.

## Projected Research —

1 on Black listening - some good data, both human & satellites. Why, how, who, what is done with info etc.

1 on Elite Communication.

1 on relevance of PW against present Sov mil action (against recruitment of the "human wave" forces used today in Korea) PW against guerrilla warfare

Rosenenthal —

Mrs. Lissauer —

Voice in Soviet.

Kretzmann —

Briefly on Asia

stated that Unit 1 pol. desk men of St O knew that VOA is engaged in PW. Mentioned increased sharpness of tone since Korea. Make decisions above St. on some issues - ex-MacCarthy charges.

3:45 Questions and Answers

4:00 Status of PW Planning, Preparation  
and Operations - Army

Lt. Colonel F. R. Young, GS, G-3

4:30 Questions and Answers

August 11, 1950

9:30 Evaluation of Present VOA  
Programs, Successes and  
Difficulties

Dr. Leo Lowenthal, VOA  
Mrs. Marjorie Lissance, VOA  
~~Mr. Lowell Glucas, VOA~~

1. Europe - (a) Russia  
(b) Satellite Countries

*Kretzmann*

2. Asia

11:15 Questions and Answers

11:30 Pertinent PW Research:  
Completed, in Progress and  
Planned

Dr. Hans Speier, Rand Corp.  
Mr. W. Phillips Davison, Rand Corp.

12:15 Questions and Answers

12:30 Luncheon

2:00 General Critique, Evaluation  
and Recommendations

Audience

PARTICIPANTS FOR SPECIAL CONFERENCE  
To Explore Psychological Aspects to Implement Information Program

Room 3E-1060 - Aug. 10, 11, 1950

RDB (Consultants)

Marquis, Donald G. - University of Michigan  
Burchard, John - Massachusetts Institute of Technology  
Davis, Kingsley - Columbia University  
Gardner, John W. - Carnegie Corporation, Inc.  
Geldard, Frank A. - University of Virginia  
Janowitz, Morris - University of Chicago  
Leighton, Alexander H. - Cornell University  
Likert, Rensis - University of Michigan  
Speier, Hans - The Rand Corporation  
Stevens, Stanley S. - Harvard University  
Wilson, Elmo - International Public Opinion Research

RDB (Staff)

Webster, William - Chairman, RDB  
Loomis, Henry - Staff Ass't. to the Chairman, RDB  
Walker, Eric - Exec. Sec., RDB  
Chapman, Dwight W. - Exec. Dir., HR Comm.  
Nadel, Aaron B. - Dep. Exec. Dir., HR Comm.  
Abbott, Lt. Col. H. E., Jr. - AF Sec., HR Comm.  
Moncrief, Lt. Col. J. S., Jr. - Army Sec., HR Comm.  
Speakman, Edwin A. - Exec. Dir., Elect. Comm.  
Brown, Sam K., Jr. - Asst. Sec., Elect. Comm.

OSD

Clark, Lt. Col. Cuyler L.

JCS

Stevens, Rear Adm. Leslie C. (JCS)  
Bohnaker, Col. Wm. J. (AF) (JSPD)  
Hopkins, Col. Armand (A) (JSPD)  
Philbin, Lt. Col. T. R. (A) (JSPD)  
Dickey, Lt. Col. Joseph K. (A) (JCS) (Brown Team)  
Hawes, Col. Philip R. (AF) (JCS) (Brown Team)  
Leggett, Capt. Aubrey B. (N) (JCS) (Brown Team)

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Military Departments

NAVY

Knoll, Capt. Denys W. - OpNav  
Florence, Cdr. J. W. - Op 34  
Joyce, Cdr. T. W. - Op 32  
Schleeh, Cdr. W. F. - Op 31  
Holden, Cdr. Richard - ONR  
Dickson, LCDR J. P. - ONR  
Macmillan, J. W. - ONR  
Bruner, Jerome - (Consultant) (ONR)

AIR FORCE

Grover, Col. O. L. - AFOPD  
Walkowicz, T. F., Lt. Col. - AFDDC  
Bowers, R. V. - HRRI, Air Univ.

ARMY

Curtin, Lt. Col. W. A., Jr. - GS G-3  
Young, Lt. Col. F. R. - GS G-3  
Stark, Maj. K. B. - GS G-3  
Pettee, Geo. S. - ORO  
Port, A. T. - Office of the Secretary

Department of State

Kretzmann, Edwin A.  
Lissance, Marjorie Fiske  
Lowenthal, Leo  
Penniman, Howard R.  
Stone, Wm. T.

C. I. A.

25X1A

Rand Corp.

Davison, W. Phillips

Others Present

Kirk, Grayson - Columbia University

1. Groups behind the  
Coert — consider pol functs of  
Monitors more vuln  
than coop workers — Normal  
etc.

Pol leadership more  
imp. than masses — who are  
apathetic, impotent. This  
elite can act in a relative  
way.

2. Predisposition of the  
audience — conditions +  
changing conditions under  
which they live. I.e., we must  
know what they want.

Feels fancy gadgets, devices  
unnecess to reach them —  
called att. to HST's speech — got  
behind Coertain. If we  
have clarity, purpose, some-  
thing to say, feels it will get  
through. Don't worry how  
we say it, but of content.

④ Use most authoritative  
sources. (VOA has never  
developed a speaker known  
well to WE, + whose speeches  
are anticipated each day.  
Feels we must find one who  
will become an authorita-  
tive speaker for US, world  
over. (Goebbels example).

### Studies

① The Elite Studies  
to find a code of behavior  
of the politburo in <sup>int</sup> situations,  
situations etc.

Include Plot Study on Chinese CP

Report on this is  
being printed. Another  
year for final product.

② Mass Attitudes in  
Sov Union (based on open  
sources) — in conjunction  
with Margaret Meade. Read  
(report) in about 1 mth.

③ Study on MVD. Trust  
of, etc. Have one printed  
on this (M-403)

④ RM-207 on Sov Inteli-  
gence

⑤ Project Certain Kaiser  
Interviewing project in  
Germany — coord with Spoz  
Russian news in Germany —  
military people. A study  
on Sov. Armed Forces.  
Psych

⑥ Study on Non-Comm Left in  
WE.

⑦ Study on the new made  
satellite. TS. Soc Science  
Div lists est of psych  
+ polit effects of the  
vehicle.

RM 120. (Uncovent. We  
in about 1 mth +.

⑧ Polit Utility of AF in  
Times of Peace. Can it  
deter war. Ref. to Pax  
Britannica + use of  
power in demonstration